



THE CITY OF SAN DIEGO

City Planning and Community Investment

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City's Storefront Improvement Program Offers Financial Incentives to Small Businesses

The program expands incentive options and streamlines process for eligible small businesses.

SAN DIEGO – The City of San Diego has recently streamlined the process for its Storefront Improvement Program (SIP) from application to completion, making it easier and faster than ever for small business owners to revitalize their building façades with city assistance.

Since 1986, the Storefront Improvement Program (SIP) has been providing design assistance and financial incentives to small business owners who want to invest in aesthetic upgrades to their storefronts to make them more appealing to customers, neighboring merchants and residents.

Incentives are available for single storefronts, multitenant commercial storefronts and historic commercial renovations. Thanks to help from the Commission for Arts and Culture's Public Art Program, City staff are pleased to add a new public art incentive to the list. Twenty artists have been selected to work with business owners who want to add something special to a commercial façade renovation and receive the public art incentive.

"We are always pleased when we can make doing business in San Diego easier for local entrepreneurs," says City Planning & Community Investment Director William Anderson. "The hope is that these small public and private investments attract additional reinvestment into the community and benefit everyone."

For more information on the City's Storefront Improvement Program and other City of San Diego business assistance programs, visit the City's Web site at www.sandiego.gov/economic-development or call the City Planning and Community Investment Department at (619) 236-6700.

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With an emphasis on the City's urban core neighborhoods and low and moderate income residents, the City Planning and Community Investment Department strives to improve the quality of life and ensure a healthy economy in San Diego through job development, business development, neighborhood revitalization, public improvements, redevelopment, social services, and revenue enhancement.